

 U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	
APPOINTMENT OF POWER OF ATTORNEY BY ASSIGNEE OF ENTIRE INTEREST	
Reissue Applicant: Dwight Allen MERRIMAN et al Reissue Application No.: 09/577,798	
Reissue of Patent Number: 5,948,061 Issued: September 7, 1999	
Invention Title: METHOD OF DELIVERY, TARGETING, AND MEASURING ADVERTISING OVER NETWORKS	
Docket Number: 11032/5 Reissue Filing Date: May 24, 2000 Examiner: Art Unit: 2757 Assignee: DoubleClick Inc.	
<p>DoubleClick Inc., as assignee of the entire right, title, and interest in the application for patent entitled METHOD OF DELIVERY, TARGETING, AND MEASURING ADVERTISING OVER NETWORKS, Reissue Serial No. 09/577,798, filed May 24, 2000, does hereby appoint</p> <ul style="list-style-type: none"> - James E. Rosini (Reg. No. 30,101) Gerard A. Messina (Reg. No. 35,952) Brian S. Mudge (Reg. No. 40,738) Benjamin Hershkowitz (Reg. No. 41,833) Gary S. Morris (Reg. No. 40,735) <p>as its attorneys/agents with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.</p> <p>Please address all communications regarding this application to:</p> <p>Gerard A. Messina, Esq. KENYON & KENYON One Broadway New York, New York 10004</p>	

Please direct all telephone calls to Gerard A. Messina at (212) 425-7200.

DOUBLECLICK INC.
450 West 33rd Street
New York, NY 10001

Dated: Aug. 17, 2000

By: Elyz. Wang
Name: Elizabeth Wang
Title: VP & General Counsel